



"Can you beat it?"  
"This old TRUHU Silk Shirt has been washed, and washed, and washed—yet its color and lustre are just like new!"

### TRUHU SHIRTS of Finest Silks

Radiums, Broadcloths, Crêpes

Beautiful, Conservative,  
Popular

Ask your Haberdasher



The Label  
TRUHU  
WASHABLE

### ONLY \$2 DOWN GENUINE Blue White DIAMONDS

Like 1 1/4 Carat Solitaire Was \$75.00 40% Off Now

SET IN SOLID PLATINUM

Seven sparkling, brilliant, blue white, genuine diamonds clustered together so closely that they have the appearance of a single diamond 1 1/4-carat size. These seven beautiful, flashing, blue white, full cut, genuine diamonds are set in solid platinum. The ring is 14 carat solid gold.

#### 30 DAYS' FREE TRIAL

Send only \$2.00 as a guarantee of good faith and we'll send the ring. Give finger size. Wear it 30 days on trial. We guarantee to return your money if you can duplicate it elsewhere for less than \$75.00.

#### Pay Only \$4.60 a Month

for only ten months. Total price only \$48.00. Buy at wholesale prices from us and save 40%. A written guarantee covers each diamond sold. Order today or write for big bargain catalog of diamonds, watches, jewelry.

**DIA-GEM COMPANY**  
53 Park Row, R. 625, New York.

### LUSTRE OIL PERMANENT WAVE

SAFE  
LASTING  
BEAUTIFUL

#### WELCOME HOME

We take this occasion to welcome our many returning Patrons with the pleasant anticipation of greeting them personally at our Offices.

#### Alexandre & Emile

"Where Results Exceed Promises"

#### AMBASSADOR HOTEL

Park Avenue at Fifty-first St., New York  
Rhineland 9000—Phones—Plaza 8530

## Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



The Coat Mademoiselle  
Prefers To All Others!

Copy of the Original

**JENNY  
OVERCOAT**  
GENUINE SHAGGY  
CAMEL'S HAIR  
Stitched in Block Plaids

69.50

Polo-Tan, Thibetan  
or Beaver Color

Sizes 14 to 20 years

MISSIE COAT SHOP—Second Floor



### PROGRESS

IN this more enlightened age, a better understanding has established a newer, and finer burial custom to express sincere love and reverence for the departed.

An atmosphere of refinement and beauty has taken the place of one filled with gloom, dread and depression.

Campbell Service has abolished the "funeral" in providing the beautiful Funeral Church where an appropriate service may be held at a cost that is within the means of all.

Campbell Service is also available for the home.

**FRANK E. CAMPBELL**

"The Funeral Church, Inc."

BROADWAY at 66th STREET, NEW YORK

When Death Occurs Call Frank E. Campbell

COL umba 8200

A beautifully illustrated booklet entitled "Campbell Service" will be mailed gratis on request to those interested.

## Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



Elastic Corsets  
Give More Support  
And More Slimness

BINNER NON-LACING

### ELASTIC CORSETS



Model 31—NON-LACING ELASTIC CORSET-BELT for evening, sports or negligee wear; made of elastic combined with satin striped batiste; flesh colored or orchid 5.00

Model 33—STRAIGHTLINE ELASTIC NON-LACING CORSETS made of elastic combined with broche material; flesh colored or orchid 8.00

FEMININE CORSET SHOP—First Floor

Copyright, 1922, by Franklin Simon & Co., Inc.

## Is your skin pale and sallow?



If your skin is pale and sallow, it shows the need of a more stimulating treatment than you are using.

To give your skin the soft, clear color every healthy skin should have, follow once a week this special treatment:

JUST before retiring, fill your basin full of hot water—almost boiling hot. Bend over the top of the basin and cover your head with a heavy bath towel, so that no steam can escape.

Steam your face for thirty seconds.

Now lather a hot cloth with Woodbury's Facial Soap. With this wash your face thoroughly, rubbing the lather well into the skin with an upward and outward motion.

Then rinse the skin well, first with warm water, then with cold, and finish by rubbing it for thirty seconds with a piece of ice.

THE other six nights of the week cleanse your skin thoroughly in the usual way with Woodbury's Facial Soap and warm water.

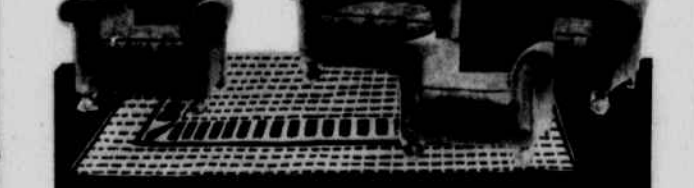
Get a cake of Woodbury's today, and begin tonight this special steam treatment. A 25-cent cake of Woodbury's lasts for a month or six weeks.

## WOODBURY'S FACIAL SOAP

Copyright, 1922, by The Andrew Jergens Co.

### LENNON'S Quality FURNITURE For the Living Room, at Low Prices

The 3-piece Suite illustrated: Tapestry with Velour trimmings; loose Spring Cushions... **\$155**



3-piece Jap. Lacquered Suite... **\$165**  
3-piece Suite; all-hair down cushions, satin covers; Queen Anne frames... **\$247**  
3-piece Cane-back Suite; velour loose cushions... **\$175**  
3-piece Suite; all-hair filling; upholstered in mohair... **\$290**

Write for illustrations of 12 Popular-Priced Willow Pieces

**LENNON & COMPANY**

17-19 West 37th Street  
Near 5th Avenue

### Why Have Gray or Faded Hair USE B. PAUL'S HENNA



Composed of pulverized Henna and Herbs, produces a most natural coloring. The ease with which all shades are obtained, and its proven harmlessness, delights and satisfies the most fastidious women. BEWARE of inferior substitutes. A perfect preparation of proven merit.

**\$1.50, Postpaid \$1.60**

Blond Henna for lightening hair that has grown dark. Price \$2.25.

Protect yourself; ask for and insist on B. Paul's Henna.

**B. PAUL, Hair Coloring Specialist.**

Note Our New Address:

21 West 39th St., New York

Telephone 3491 Longacre.

Sales Office & Application Parlor

#### MME. MARIE

Facial Specialist

222 Riverside Drive

N. E. Cor. 90th St.

New York City



22 Years of Success and Practice. Long experience in Removing Facial Blemishes. Absolutely No Cutting.

Sagging muscles drooping eyelids, smallpox pittings, scars, acne and other blemishes absolutely removed. Not by cutting or filling, but by a healthy stimulation of the muscles and tissues. Freckles removed never to return. This is not a home treatment but administered by Mme. Marie personally. Excellent accommodations for patrons while under her care. All work guaranteed. Write or Tel. River 3376.

### Advertising Rates

#### THE NEW YORK HERALD

##### Rotographic Section

##### CONTRACT RATES

13 TIMES WITHIN ONE YEAR.....	85
26 TIMES WITHIN ONE YEAR.....	80
52 TIMES WITHIN ONE YEAR.....	75
3,000 LINES WITHIN ONE YEAR.....	85
5,000 LINES WITHIN ONE YEAR.....	80
10,000 LINES WITHIN ONE YEAR.....	75

##### SINGLE INSERTION RATES

PER AGATE LINE.....	30
FULL PAGE.....	1,800.00